

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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Association Protests Cancellation of Canned Foods Annual Purchase Orders by Military Subsistence

The Military Subsistence Supply Agency this week cancelled all outstanding invitations to purchase annually packed canned food items.

Immediately on learning of the cancellations, the N.C.A. protested the action to the Quartermaster General and pointed out that any attempt to purchase annually packed items on a hand-to-mouth basis would result in added costs to the government rather than in savings. N.C.A. emphasized that a purchase as needed policy would give the military no assurance of canned food supplies in institutional size containers and desired styles.

These facts, and the obvious one that buying smaller quantities would increase procurement costs, are thoroughly understood by the Military

Subsistence Supply Agency in Chicago and by the Office of the Quartermaster General. However, it is understood that directives from higher authority required the issuance of the cancellation orders before a reconsideration could be sought and effected.

The cancellation was explained by the Agency in a press statement issued July 30. Partial text follows:

"The cancellation of the proposed procurement has resulted from a downward revision of the funding program which has necessitated a change from the policy of buying cherries on an annual basis to one of buying on an as-needed basis. The Executive Director has pointed out that there is no change in the feeding plans and that cherries will continue to be bought throughout the year by his Agency. It is true that there may be a slight downward revision of requirements brought about by the announced reduction of 100,000 military personnel during this year. In any cutback of food for the military forces, however, it should be remembered that the personnel leaving the service will return to civilian life and probably continue to eat according to the likes that they have formed while in military service. In other words, there appears to be no reason for concern on the part of cherry growers nor canners that the Agency's action will appreciably change the over-all requirements for cherries during this year."

BULLETIN

At press time, N.C.A. was advised that all cancelled Notices of Intent to Purchase will be reissued Monday or Tuesday but at an amount 5 percent less on account of troop strength reductions. The new NIPS also will provide for more extended shipping dates.

Justice Department Opposes Cranberry Marketing Order

The Department of Justice has advised Chairman Allen J. Ellender of the Senate Committee on Agriculture and Forestry that it opposes the enactment of legislation to bring cranberries for canning under the scope of Agricultural Marketing Agreements Act. The position of the Justice Department was explained in a letter dated July 26 in response to a request from the Committee for its views on S. 1680. Hearings were held on the bill by a subcommittee on April 29 at which time witnesses for the National Canners Association opposed the legislation (see INFORMATION LETTER of May 4, page 167). Text of the letter from the Justice Department appears on page 265.

"Ed" Burns Tells Canner-Grower Story on Radio Broadcast

Vice President E. E. Burns and Marion Johnson, director of the New York Farm Bureau, were interviewed on the Farm Forum Program of Station WGY, Schenectady, August 2. Answering questions by Donald H. Tuttle, program director, they emphasized the teamwork of canner and grower, benefitting the public.

The program acknowledged the 50th Anniversary of the N.C.A., and the forthcoming 75th birthday of the New York State Canners and Freezers Association. It attributed the great growth of canned foods in part to the raw products and canner-grower relations programs both groups sponsor. Mr. Burns stated that success of a canners' operations is keyed by the grower, and mentioned several technological accomplishments in harvesting equipment and methods. Mr. Johnson, who is also president of the Western New York Apple Growers Association, described the operations and make-up of the state association's Canner-Grower Committee.

The script emphasized the canning industry's opposition to governmental regimentation and aid, in the conviction that its marketing system provides a high degree of well-being for canners, growers and consumers.

WGY's Farm Forum program is heard throughout northeastern U. S. by an estimated 500,000 listeners.

Official Nuclear Test Report, Just Issued, Confirms Safety of Canned Foods for Emergency Use by Public

The final official report of the May, 1955 atomic testing of canned foods, just now made available, verifies the fact that canned foods are a safe form of food for use by the public under such emergency situations.

Entitled *Project 32.2—Effects of Nuclear Explosions on Canned Foods*, the Report (WT-1212), cleared by the Atomic Energy Commission and approved by the Federal Civil Defense Administration and the Food and Drug Administration, reviews the

tests made May 5, 1955, and designated "Operation Cue," when a bomb half again as powerful as that dropped on Hiroshima was exploded, with samples of different canned products in tin and glass packages exposed to the blast. Issuance of this official report of the test has awaited the completion of long-range feeding tests of the exposed foods to laboratory animals.

FCDA staged "Operation Cue," a demonstration on the test site of the Atomic Energy Commission in Ne-

vada, a big dramatic event to educate the public on what they should do to protect themselves against nuclear warfare. Products of 150 industries that are used by American householders were included, among them foods, and looming largest, because of their past values in previous wars, were canned foods in tin and glass containers.

Twenty-five thousand samples representing 60 products of greatest public consumption were assembled for these tests. They were furnished by 150 members of the National Canners Association and covered the complete range of container sizes of heat processed foods in tin and glass.

How Tests Were Planned

The test had been preceded by a full year of planning by a committee of scientists drawn from the ranks of the National Canners Association, Can Manufacturers Institute, and Glass Container Manufacturers Institute. The actual preparation and placement of samples at 18 different exposure localities, and the checking and testing at blast-time and afterwards were handled by technologists from these organizations under general supervision of Dr. E. P. Laug of the Food and Drug Administration.

Exposures in shelves and cabinets of kitchens and basements of a number of different types of test houses, in underground and above-ground emergency shelters, and in mobile trailers were used to cover all storage conditions.

Report WT-1212 discloses that canned foods in unbroken tin or glass containers are suitable for immediate use when located in shelters or other structures effective in protecting persons against lethal radiation or blast effects, states that "their induced radioactivity is not at a dangerous level" and that "any container failure is readily discernible." It states also that "canned foods that might be recoverable from critically exposed areas within the zone of complete destruction could be pressed into emergency service after three or four days." No significant losses in nutrient values occurred, and no harmful effects were observed in monkeys, rats, and dogs fed immediately and for long periods on the critically exposed canned foods, the Report finds.

The published report says that storage by householders of their emergency supply of canned foods is preferable in basements rather than kitchens and that in any case the storage area should not be in a direct line with

windows or doors, and that the shelving should be closed rather than open. In the tests at Nevada damage found was caused by crushing and perforations from flying debris, principally window panes and door frames.

At a quarter mile from Ground Zero (the point of explosion) where structures were demolished, there was obvious destruction of some containers and radiation was induced in the foods and containers. The report states "If unopened containers show considerable activity when monitored after an explosion, they should not be discarded. Container radioactivity has no bearing on the suitability of food for use. The container should be brushed, wiped or washed to remove fall-out material and opened so that the contents can be monitored. Very active containers, in many instances, will contain food that is entirely safe. Visual indications of extreme exposure are sharp, crushing deformations of cans or coloration of glass jars."

Report WT-1212 deals fully with the canned foods tests in its 90 pages of illustrated text. It cites the objectives; enumerates the types, amounts and different exposure conditions of the canned foods tested; and lists the canning firms that donated samples for testing. More than 30 illustrations are used, many of them depicting the "before and after" situations of the different tests in various types of test residential and commercial type buildings. The bulk of the text matter is contained in important Chapter 4 which discusses the results of the various tests, and a concluding Summary chapter presents the significant highlights of these.

Copies of Report WT-1212 are available at the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for 50 cents each.

The N.C.A. has mailed copies to members of the original Nuclear Test Planning Committee, to the collaborators in the container industries, to the members that contributed samples for the test, and to the canning industry trade journals.

Results Widely Publicized

At the time of the Test in 1955 the Information Division handled on-the-spot publicity pointing up the prominence of canned foods in the program, and this had wide use in metropolitan newspapers, national wire services and syndicates as well as some of the radio and TV networks covering "Operation Cue." Later, with the collaboration of members of the Laboratory staff who conducted the tests, the Division prepared a special Color Slide

Presentation showing canned foods performance under nuclear exposure, and this was widely shown during the fall of 1955 and into 1956. There have been press and radio-TV releases on every instance when preliminary reports were cleared for use, and the message on canned foods suitability also has been conveyed by means of about a dozen exhibits that have had wide public exposure.

A press release on the final findings of Report WT-1212 was mailed out this week to metropolitan newspapers, national wire services and the canning trade journals.

Ebony

The August issue of *Ebony*, the Johnson Publishing Company's picture magazine, carries the feature "Soup On The Rocks" by Freda DeKnight, home service director.

The author says, "New and exciting for hot, humid summer days, is a variety of soup drinks that anyone can fix very quickly. Whether used as a pick-up or for company luncheon, the new twist of serving Soup On The Rocks, such as chilled vichyssoise, icy cream of chicken soup, or tomato bisque, can be the answer to many snack problems."

In a series of pictures actor Sidney Poitier is shown drinking a spicy mixture of canned beef broth and tomato bouillon. Four other pictures, showing chilled soup drinks, feature canned cream of chicken, green pea, cream of celery, cream of mushroom, and tomato soups; beef bouillon and broth, and vichyssoise; canned tomato sauce, pineapple, mushrooms, and beets.

The American Home

"Have your pantry shelf stocked with this easy-to-use summertime special (fruit cocktail)," is the advice of June Towne, Food Director of *The American Home* magazine.

Six fruit cocktail variations, some of them "as is," some of them "dressed up," are featured in the August issue of *The American Home* in the article "Take A Can of Fruit Cocktail."

Mrs. Towne gives her readers the following interesting collection of recipes using fruit cocktail: Tropical Ambrosia, Treasure Pie, Fruited Ice Cream, Hawaiian Pork Skillet, Jeweled Salad Mold, and Fruit Shrub. Two full pages of color photographs attractively illustrate the recipes. The foods are shown a second time in black and white photographs in the section giving recipes in card file size for clipping.

Re-export of Seized Articles Approved by House Committee

Legislation to permit the exportation of imported articles seized and condemned by the Food and Drug Administration at locations other than the original point of entry was approved by the House Committee on Interstate and Foreign Commerce on July 30. The bill (H. R. 6456) was the subject of a one-day hearing on July 29 at which Harry S. Radcliffe, executive vice president of the Council of American Importers, Inc., testified that, under present law, articles condemned at point of entry for noncompliance with the standards of the Act may be exported either to the original supplier or to a buyer in some other country under certain circumstances.

Once released at the port of entry, the imported items come under interstate commerce, and the importer may only (1) process them in such a manner as to bring them into compliance, or (2) destroy the goods under bond procedure and supervision, Mr. Radcliffe continued. The importer "may under no circumstances secure their release for exportation," he stated.

Mr. Radcliffe said that because of limited personnel, FDA is unable to inspect each shipment imported at the port of entry. "Therefore, it is inevitable that there will be some cases where merchandise not conforming to the standards of the Act is passed at the original point of entry and later found in violation of these standards and therefore seized and condemned at consuming centers," Mr. Radcliffe continued.

The importer group president stated, "In such cases, the American importers, although innocently involved, must suffer a total loss of merchandise as it is usually impossible for them to so process the merchandise as to bring it in compliance with the Act."

Enactment of the bill, Mr. Radcliffe said, would allow the importer to return the goods to the foreign supplier or to ship the merchandise to nations where standards are not so rigid. He noted, for example, that the Act requires certain items to have a higher percentage of butterfat content, while the laws of other nations permit a lower percentage.

Mr. Radcliffe pointed out that the bill contains an amendment prepared by the subcommittee staff and the FDA to insure that no goods coming under the legislation could be exported if they contained poisonous or deleterious substances, or where adulterated or misbranded items might be dangerous to health.

Justice Department Letter to Senate Agriculture Committee Protesting Cranberry Marketing Orders

July 26, 1957

Hon. Allen J. Ellender, Chairman
Committee on Agriculture & Forestry
United States Senate

Dear Senator:

This is in response to your request for the views of the Department of Justice concerning the bill (S. 1680) "To amend the Agricultural Marketing Agreement Act of 1937, as amended, to include cranberries for canning or freezing."

The Agricultural Marketing Agreement Act of 1937, as amended, provides (7 U. S. C. 608c (2)) that marketing orders issued under the Act shall be applicable only to the marketing of prescribed agricultural commodities and products thereof (except canned or frozen grapefruit, the products of naval stores, and the products of honeybees). The Act applies to fruits but excludes those fruits, other than olives and grapefruit, which are sold for canning or freezing.

The bill would amend the Act so as to add cranberries for canning or freezing to the fruits for which a marketing order may be issued. It would provide, however, that such an order would require the approval of processors representing more than fifty percent of the total volume of cranberries canned or frozen during a representative period. The bill would also amend the Act so as to include in the membership of any agency, selected to administer a marketing order applicable to cranberries for canning or freezing, one or more representatives of cranberry processors.

Civil and criminal antitrust actions have been instituted in the United States District Court for the District of Massachusetts against the National Cranberry Association, a cooperative corporation which markets cranberries and manufactures and markets cranberry products. Such actions charge, *inter alia*, a monopolization of the processed cranberry market illegally obtained and outside the scope of any immunity granted cooperatives by federal law.

The National Cranberry Association consists of about 1,440 producers out of approximately 2,000, or roughly three-fourths of all producers. In volume of product, the Association received approximately 60 percent of the total crop for the years 1953, 1954, and 1955. The Association produces approximately 85 percent of all cranberry products processed and sold in the United States.

Any marketing order issued under the Act must be approved by 50 percent of the handlers or processors and 66%

percent of the producers of the commodity. In view of the fact that the National Cranberry Association represents at least sixty percent of the producers, it seems clear that no order could be issued which was not acceptable to the Association. Thus, any marketing order which might be issued under the bill would, in effect, freeze the various cranberry producers and handlers in their present relative positions, thereby permitting the Association to retain its monopolistic position which this Department in pending litigation contends was illegally obtained.

From an antitrust viewpoint, the Department of Justice is opposed to the enactment of the bill.

The Bureau of the Budget has advised that there is no objection to the submission of this report.

Sincerely,

William P. Rogers,
Deputy U. S. Attorney General

Marketing Order Discussion Scheduled for December Panel

Marketing agreement and order programs will be the subject of a panel discussion by top-flight agricultural economists on Tuesday, December 17, according to plans announced this week by a subcommittee of the Joint Congressional Committee on the Economic Report.

The subcommittee on Agricultural Policy under the chairmanship of Senator John Sparkman of Alabama has scheduled four days of hearings during which 10 panel discussions will be heard on the general topic of "Policy for Commercial Agriculture; Its Relation to Economic Growth and Stability."

The panel that will consider marketing orders will discuss the question "What is the potential contribution of marketing agreements and orders to the stability and level of farm income? To what commodities and situation are they suited?" Members of the panel are:

Kenneth E. Ogren and D. B. DeLoach, Agricultural Marketing Service, U. S. Department of Agriculture; Herman M. Southworth, Department of Agricultural Economics and Rural Sociology, Pennsylvania State University; George L. Mehren and Sidney Hoos, Giannini Foundation, University of California; John H. Davis, Graduate School of Business Administration, Harvard University.

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.), to raise Title I authorizations from \$3 billion to \$4 billion and extend P. L. 480 to June 30, 1958, was passed by the Senate April 1 and by the House June 21. The conference report was adopted by the House July 9.

Alaska statehood—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were approved by Senate Interior Committee July 30.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees.

FDA food additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8620 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee July 15-24. N.C.A. supports H. R. 8390 and H. R. 8620.

Fishermen's Protective Act—Bills to broaden protection of fishermen on the high seas were the subject of a hearing by a House Fisheries Subcommittee April 17 and July 16. Ordered reported with amendments by Senate Committee July 25.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, has been referred to House Judiciary Committee.

ICC agricultural exemption—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

ICC private carrier definition—S. 1677 (Magnuson of Wash.) and H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

ICC private carrier registration—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to require private motor carriers to register with the ICC annually, was approved by the Senate Surface Trans-

portation Subcommittee April 12 and further action on the bill has been postponed indefinitely.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was reported by the Senate Judiciary Committee July 18. A joint subcommittee of the House Judiciary and Interstate and Foreign Commerce Committees and a subcommittee of the House Agriculture Committee have concluded hearings. H. R. 9020 was reported by the House Agriculture Committee August 2.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and by the Senate Agriculture Committee May 21-22. N.C.A. opposes application to canning.

Poultry inspection—S. 1747 (Aiken of Vt.), providing for compulsory USDA inspection of poultry products, was passed by the Senate April 8. H. R. 6814 was passed by House July 9. S. 1747 was passed by the House, with House amendments, July 15.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28.

Raw product bargaining—S. 1743 (Aiken of Vt.), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee, which has requested USDA views; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee. No action scheduled.

Reorganization Act—S. 1791, to extend to June 1, 1959, the authority of the President to reorganize the executive branch, was passed by the Senate June 1 and by the House, with amendments, July 10.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21 and is pending before the Judiciary Committee.

Small Business Administration—H. R. 7963, to make the SBA a permanent agency and to revise its authority, was passed by House June 25. S. 2504, to extend the SBA one year, was passed by Senate August 2.

Wage-Hour—S. 1853 (Kennedy), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The Senate Labor Committee considered the bill in executive session on May 22, May 28, June 5 and June 25-26 but took no final action. House bills were considered by House Labor Subcommittee in executive session June 3, June 14, and June 18-20.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

18 Scientists Selected for Advisory Group on Additives

The names of scientists who have accepted the invitation of the Williams Subcommittee of the House Interstate Commerce Committee to participate in panel discussions on pending bills to require adequate pretesting of food additives were announced on July 30 by Subcommittee Chairman John Bell Williams (Miss.).

As previously announced (see INFORMATION LETTER of July 27, page 255), the panel chairman will be Dr. William J. Darby, Vanderbilt University School of Medicine and chairman of the Food Protection Committee of the National Academy of Sciences.

Panel discussions have been scheduled for August 6 and 7.

The names of the 18 panel members are as follows:

Dr. Paul R. Cannon, chairman, Department of Pathology, University of Chicago; Dr. Herbert E. Carter, Department of Chemistry and Chemical Engineering, University of Illinois; Dr. Emerson Day, chief, Division of Preventive Medicine, Sloan-Kettering Institute for Cancer Research, New York; Dr. William D. Deichman, chairman, Department of Pharmacology, University of Miami School of Medicine, Coral Gables, Fla.; Dr. John H. Foulger, Director of Medical Research, E. I. du Pont de Nemours & Co., Wilmington, Del.; Dr. W. C. Hueper, National Cancer Institute, National Institute of Health, Bethesda, Md.; Dr. Morton L. Levin, director, Commission on Chronic Illness, State Department of Health, Albany, N. Y.; Dr. Emil M. Mraz, chairman, Department of Food Technology, University of California, Agricultural Experiment Station, Davis; Harvey K. Murer, manager, Research Center, General Foods Corporation, Tarrytown, N. Y.; Dr. F. N. Peters, Research Laboratories, The Quaker Oats Co., Barrington, Ill.; Dr. R. Blackwell Smith, president, Medical College of Virginia, Richmond; Dr. Maurice H. Severs, chairman, Department of Pharmacology, University of Michigan; Dr. Henry F. Smyth, Jr., Mellon Institute, Pittsburgh, Pa.; Dr. Howard C. Spencer, Biochemical Research Department, The Dow Chemical Company, Midland, Mich.

Room Reservations for 1958 Convention

Members are urged to complete the room request form for the 1958 Convention mailed to them July 16, and return it promptly to N.C.A. Final room assignments for members are not made until all of the requests have been received. Details of the Convention room procedure appear in the July 20 INFORMATION LETTER.

Army Food Irradiation Studies Made Available to Industry

Two reports from the radiation sterilization of foods research program of the Quartermaster Food and Container Institute for the Armed Forces were released to industry July 30 through the Office of Technical Services, U. S. Department of Commerce. These are:

Logistic and Economic Feasibility Study on Radiation Sterilization of Foods—R. J. Beeley, North American Aviation, Inc., for Quartermaster Food and Container Institute for the Armed Forces, June 1955-August 1956, \$3.25 (Order PB 121961 from OTS, U. S. Department of Commerce, Washington 25, D. C.). The study surveys all known radiation sources of sufficient size to be of interest in large-scale radiation processing, to determine the most economic radiation source. Sources considered were spent reactor fuel elements, fission-product gases from a fluid fuel reactor, separated fission-product cesium-137, reactor coolant sodium-24, neutron-activated indium-116m, charged-particle accelerators, and X-rays. It was concluded that the most economic source of radiation is the large accelerator; for low exposures, by-product gamma sources are the most economic.

Flavor Changes Induced by Radiation Sterilization—F. E. Littman and A. P. Brady, Stanford Research Institute for Quartermaster Food and Container Institute for the Armed Forces, May 1955-June 1956, \$1.75 (Order PB 121926 from OTS, U. S. Department of Commerce, Washington 25, D. C.). The action of individual free radicals, formed by radiolysis of water, on the food components during irradiation, believed to cause flavor changes, was studied to obtain a clearer picture of the reactions involved, and compared with results obtained by gamma irradiation under similar conditions. A new class of protective agents was established. Reactive carbonyl compounds, such as aldehydes, dialdehydes, ketones, ketoaldehydes, and ketoacids were found to provide excellent protection against both atomic hydrogen and action of gamma rays.

Report of Information Division Shows Its Releases and Publicity Efforts Reached 663,508,068 in 1955 and 1956

A report of the activities of the Information Division in 1955 and 1956 was mailed to the N.C.A. membership this week, with individual copies to members of the Board of Directors, Administrative Council and Committees. The report recapitulated the following operations during the two-year period:

Press releases	164
Radio-TV releases	61
Radio-TV interviews	34
Articles, exhibits, scripts, speeches	45
Publications produced	111
Writers assisted	259
Broadcasters assisted	65
Speakers and exhibitors assisted	40
Other N.C.A. publications assisted	29

Samples of clippings, magazine covers, newspaper mastheads, and radio and TV call letters were shown as art backgrounds for the report.

The continuous work of assistance to writers, editors, publishers, broadcasters is illustrated and described as well as the newspaper, radio-TV release work in which the Division engages. These are prepared, as the report states, "to convey to the public aspects of the industry and its products that will create a favorable reaction. These highlighted services to the consumer; value of canned foods in emergencies; the scientific basis of canning; high retention of nutrients; quality-control factors; economic importance of canning; its contribution

to agriculture welfare, and other public service messages about the industry."

Tabulated circulation figures and listening audience records showed a grand total of 663,508,068 readers and listeners receiving these publicity messages.

One section pictured and listed the publications the Division is annually responsible for, such as the INFORMATION LETTER, *Films about the Canning Industry, The Canning Industry, Convention Room Directory and Programs*. Another showed the covers of the various publications of other N.C.A. Divisions which receive editorial and production assistance from the Information Division, including the numerous films, kits, reprints, merchandising and publicity folders issued under the Consumer and Trade Relations Program.

Because so much of the Information Division's work consists of services to public communication media, as well as to other Divisions of the Association and the N.C.A. program as a whole, specific identification of the Division with the various programs is rarely made. The Report, accordingly, is intended to familiarize the membership with the wide variety and volume of activities of the Information Division personnel.

Procedures for Evaluation of Pea Seed Quality Reported

Procedures for the evaluation of pea seed quality under laboratory and field conditions have been released by the N.C.A. Raw Products Research Bureau.

The procedures are derived from a four-year cooperative study which had the objective of developing a "yardstick" for measuring seed quality under laboratory conditions that could be correlated with seedling vigor and field performance. The project was a joint undertaking by the Raw Products Technical Advisory Subcommittee on Seed Quality and the Seed Trade Association's Committee on Pea and Bean Seed Quality. Twenty cooperators—seedsmen, canners, agricultural experiment station and USDA workers—participated.

Copies of the report have been sent to those on the *Raw Products Research Notes* mailing list and the report is available to others on request. The test procedures are considered of particular value to canners, seedsmen, and others interested in seed quality.

U. S. Reports on Pesticides, Organic Chemicals Volume

According to a July 18 report by the U. S. Tariff Commission, the total output of pesticides and other organic agricultural chemicals was 570 million pounds in 1956—about 13 percent more than the 506 million pounds reported for 1955. Sales were over 395 million pounds, valued at 173 million dollars, in 1956, compared with 415 million pounds, valued at 153 million dollars, in 1955.

The preliminary statistics on production and sales of pesticides and other organic agricultural chemicals, given in this report, are more than 95 percent complete. The complete statistics will be given in the Commission's final report on the production and sales of synthetic organic chemicals, which will be issued later this year.

Copies of the report on pesticides and other organic agricultural chemicals may be obtained by writing to the United States Tariff Commission, Washington 25, D. C.

New Method for Estimating Number of Plants per Acre

An easy, accurate way to estimate number of corn plants per acre is suggested by USDA agronomists. Farmers may use this formula in checking corn or other plant populations to determine the effect of planting rates on yields.

Following is the simplified method, devised by Arthur M. Brunson of USDA's Agricultural Research Service, stationed at Purdue University:

(1) Measure the width of a dozen or so rows of corn in the field and find the average width per row.

(2) If this average row width is:

Measure off row segments of the following length in 10 typical rows:	
36 inches.....	14 feet 6 inches
37 inches.....	14 feet 2 inches
38 inches.....	13 feet 9 inches
39 inches.....	13 feet 5 inches
40 inches.....	13 feet 1 inch
41 inches.....	12 feet 9 inches
42 inches.....	12 feet 5 inches

(3) Count the number of corn plants in each of the 10-row segments and find the average number of plants per segment.

(4) Multiply this average by 1,000. The answer is the approximate number of corn plants per acre in the field.

The table is based on a computation of the total length of rows in an acre with given row widths. Total row length per acre can be found by dividing 6,272,640, the number of square inches in an acre, by the average width per row.

Orchard Repairs Authorized

Rehabilitation of an estimated 10,000 acres of orchard land in the Milton-Freewater area of Umatilla County, Ore., will be provided through recent action of the U. S. Department of Agriculture. The Department has made available to eastern Oregon farmers in this county and one other some \$400,000 of emergency conservation funds to repair flood-damaged farmland and freeze-damaged orchards. Cost will be shared with farmers under the Agricultural Conservation Program through county committees.

Shipments of Glass Containers

Shipments of glass containers for food during the first six months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-June 1956	1957 (thousands of gross)
Wide-mouth food (including fruit jars and jelly glasses).....	17,041	18,304
Narrow-neck food.....	6,266	6,451

American Weekly Feature Offers Merchandising Opportunity

An important editorial feature on canned foods is scheduled for *American Weekly's* Sunday September 22 issue and supermarket operators will be offered color store posters tying in to this feature, according to arrangements just completed under the N.C.A.'s Consumer and Trade Relations Program. The feature, and the merchandising opportunity it presents are briefly described in text of the following letter sent to the membership July 31 by Executive Secretary Carlos Campbell:

"September 22nd is an important Sunday for canned foods. That's the date *The American Weekly* will devote to a double-page full-color editorial feature titled 'Glamour Dinners at the Flick of a Can Opener.'

"Big circulation Sunday newspapers in 32 cities from Albany to Wichita distribute the *Weekly*—10,297,000 families read it. Food page color spreads score with an average of 80 percent women noting. This is extremely high impact for any printed material. And *American Weekly* families buy \$9 billion worth of food a year.

"Canned foods will star in three glamour menus and nine recipes recommended by the *Weekly's* famed food authority Amy Alden. Canned products include applesauce, asparagus, black bean soup, green beans, boned chicken, chocolate sauce, consommé, corn, spiced crabapples, fruit cocktail, grapefruit concentrate, deviled ham, luncheon meat, evaporated milk, mushrooms, green and ripe olives, peas, peaches, pears, pickles, pimientos, pineapple, shrimp, tomatoes, and tomato sauce.

"Supermarket operators (8 out of every 10 are located in *American Weekly* territory) will be visited by the *Weekly's* T-E-D (Trade Extension Division) men. They will be offered full color theme posters carrying the editorial illustration which includes most of the above canned foods. The *Weekly* will provide 5,000 of these to retailers and will make extras available to N.C.A. members at cost. Arrangements for this have been made through the N.C.A. Consumer and Trade Relations Program.

Timed to coincide with the fall harvest food buying surge, the *Weekly's* September 22nd food feature offers a good opportunity to capitalize once again on canned foods' prestige role in glamour eating.

Alert your brokers and customers now; we'll have more details for you soon, including the cost of the posters."

Following is the list of newspapers that distribute *The American Weekly*:

Albany Times-Union	New Orleans Item
Baltimore American	New York Journal-American
Boston Advertiser	Philadelphia Bulletin
Buffalo Courier-Express	Pittsburgh Sun-Telegraph
Chicago American	Portland Oregonian
Cincinnati Enquirer	St. Louis Globe-Democrat
Cleveland Plain Dealer	St. Paul Pioneer-Press
Columbia, S. D. State	San Antonio Light
Corpus Christi Caller Times	San Francisco Examiner
Dallas Times Herald (Denver) Rocky Mountain News	Seattle Post-Intelligencer
Detroit Times	Syracuse Herald-American
Houston Chronicle	Tampa Tribune
Huntington, W. Va., Herald-Advertiser	Washington Post and Times-Herald
Knoxville Journal	Wichita Beacon
Los Angeles Examiner	
Miami Herald	
Milwaukee Sentinel	

Peaches for School Lunch

An offer to buy canned Clingstone or Freestone peaches (Lovells and Kim Elberta excluded), halves, slices or quarters, packed during 1957, for use in the school lunch program was announced July 31 by the U. S. Department of Agriculture. Offers will be considered on No. 10 or No. 2½ can sizes, but No. 10's are preferred. Offers of No. 2½'s will be considered on a basis competitive with No. 10's (that is, at an equal cost for equal net weight content).

USDA is now mailing invitations to offer canned peaches for school lunch use, including detailed specifications. Offers should be submitted to the Director, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., not later than August 18, for acceptance by August 16. USDA requires delivery during the period August 26 through September 30.

Grades for Canned Squash

The U. S. Department of Agriculture on July 30 issued the first U. S. standards for grades of canned summer-type squash, effective September 3, 1957.

Canned summer-type squash is prepared from young squash of the summer-type varieties. At this stage of maturity the seeds are not fully developed and the whole squash is used for processing the canned vegetable. Processors report an increase in demand for the product and have requested grade standards to assist them in packing and marketing a high quality product, the USDA states.

The standards provide for classifying the product as "U. S. Grade A" or "U. S. Fancy," "U. S. Grade C" or "U. S. Standard," and "Substandard." The quality is determined by evaluating color, defects, and character in addition to considering flavor requirements.

Continuous Inspection Service Started for Fresh Products

The U. S. Department of Agriculture announced July 30 that it has started a continuous inspection service for fresh fruits and vegetables.

The USDA said this new service will make it possible for shippers to use the continuous inspection mark on their containers, provided that U. S. grade is also indicated on the package.

Continuous inspection will be provided at shipping points and at terminal markets.

Requirements for obtaining continuous inspection service include USDA approval of plant, operating equipment and procedures, and sanitary facilities. The applicant must sign a contract specifying the cost and conditions under which the service will be provided.

Rules governing use of the service are contained in a recent revision of *Regulations Governing the Inspection and Certification of Fresh Fruits and Vegetables and Other Products*, copies of which may be obtained from the Fruits and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Wholesale Distributors' Stocks of Canned Foods

A report on stocks of 23 canned foods in the hands of wholesale distributors on July 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

Vegetables—Distributor stocks of tomatoes and green and wax beans were reduced 13 and 8 percent, respectively below year-ago levels. Tomato catsup and chili sauce stocks in distributors hands were 28 percent higher.

In contrast, canners stocks of all vegetable items, except green and wax beans (which were reduced 7 percent) were substantially above their year-ago levels—with most items reflecting increases of over 100 percent, the report states.

Fruits—July 1 stocks of red-pitted cherries, grapefruit segments and pineapple were below stocks on hand last July at both the canners and distributors levels. Red-pitted cherries indicated the sharpest decrease (more than 40 percent) from a year ago. Distributor stocks of apples and applesauce also were reduced.

Canners stocks of applesauce were up 58 percent since last July 1, while canned apples increased 19 percent.

Juices—Distributor stocks of citrus blends, up 9 percent, and pineapple juice, up 22 percent, reflected increases over their year-ago levels, while grapefruit, orange and tomato juice indicated reductions of 2 to 13 percent.

Canners stocks of all five juices were above their year-ago levels, with tomato juice showing the principal increase.

Fish—Distributor stocks of Maine sardines increased 38 percent over last year, with a substantial increase in canners stocks.

Commodity	July 1 1956	June 1 1957	July 1 1957
(thousands of actual cases)			
Vegetables:			
Beans, green and wax	2,783	2,737	2,548
Beans, lima	575	n. a.	554
Beets	1,087	n. a.	1,098
Carrots	392	n. a.	393
Corn	3,520	3,785	3,540
Pumpkin and squash	388	n. a.	382
Sauerkraut	640	586	573
Tomatoes	2,880	n. a.	2,513
Tomato catsup, chili sauce	1,850	n. a.	2,378
Tomato paste	n. a.	n. a.	462
Tomato puree (pulp)	405	n. a.	448
Tomato sauce	612	n. a.	440
Fruits:			
Apples	446	451	402
Applesauce	1,305	1,140	1,131
Cherries, red-pitted	531	367	309
Grapefruit segments	447	473	397
Pineapple	1,881	1,826	1,861
Juices:			
Citrus blends	495	513	540
Grapefruit	1,042	1,045	900
Orange	1,303	1,234	1,148
Pineapple	1,065	1,487	1,303
Tomato *	2,182	n. a.	2,128
Fish:			
Maine sardines	154	290	212

n. a.—not available.

* Includes vegetable juice combinations containing at least 70 percent tomato juice.

1957 Acreage of Sweet Corn for Canning

Sweet corn planted for canning in 1957 totaled 392,672 acres, according to a report by the N.C.A. Division of Statistics. This compares with the 406,018 acres reported by the Division as planted in 1956.

The figures are based on actual reports from all canners known to be packing corn in 1957, including estimates for a few canners not reporting. The report covers only sweet corn for canning and does not include acreage planted for freezing or other processing.

The Crop Reporting Board of USDA on June 24 issued a report estimating planted acreage of sweet corn for all processing at 455,020 acres and the

planted acreage of sweet corn for canning at 391,910 acres.

The following table shows the 1957 acreage of white and golden sweet corn planted for canning by states, as reported by the N.C.A. Division of Statistics:

	(acres)
East:	
Maine, Vermont, and New Hampshire	5,448
New York	13,851
Maryland	22,143
Pennsylvania	9,488
Other Eastern states *	3,516
Midwest:	
Ohio	6,815
Indiana	21,178
Illinois	61,779
Wisconsin	112,666
Minnesota	84,276
Iowa and Nebraska	19,340
Other Midwestern states *	4,617
West:	
Western states *	27,546
U. S. total	439,672

* Del. and Va.

b Ark., Ga., La., Mich., Okla., Tenn., Texas.

c Colo., Idaho, Mont., Ore., Utah, Wash., and Wyo.

d Includes 28,850 of white acreage.

Canned Tomato Stocks

A report on canners' stocks and shipments of canned tomatoes has been issued by the N.C.A. Division of Statistics, and a detailed report covering the July 1 stock and shipment situation was mailed to packers of this product.

	1955-56	1956-57
(actual cases)		
Carryover, July 1	2,762,181	2,362,454
Pack, July 1 to Jan. 1	30,532,449	36,530,223
Pack, Jan. 1 to July 1	3,147,767	1,503,064
Total supply	35,442,397	30,395,741
Stocks, July 1	2,362,454	6,379,111
Shipments, Apr. 1 to July 1	4,202,616	4,645,911
Shipments, July 1 to July 1	23,079,943	25,016,630

Johnson Joins Heinz Staff

Ralph B. Johnson, who has been executive vice president of the National-American Wholesale Grocers Association since 1954, will become assistant to the vice president in charge of marketing of the H. J. Heinz Co., effective September 1. Rudolph L. Treuenfels will fill Mr. Johnson's unexpired term, subject to confirmation by the NAWGA Board.

After his Army service, previous newspaper work, and secretarial experience with the Kentucky Wholesale Grocers Association, Mr. Johnson began his service with NAWGA in 1948 as assistant secretary. Two years later he was made secretary from which he was elevated to the executive vice presidential post on the retirement of M. L. Toulme.

Funds Permit More Supervision of Truck Driving Rules

Increased motor carrier safety enforcement activity on the part of the Interstate Commerce Commission is being undertaken through the addition of personnel made possible by greater Congressional appropriations. In view of the fact that the Commission a year ago reported to Congress relatively little enforcement effort with regard to private carriers and in response, obtained additional funds, it can be expected that the major part of this increased activity will be directed to private truckers and their drivers.

Cannery operation trucks in interstate commerce are subject to regulations governing (1) maximum hours for drivers, (2) qualifications for drivers such as age, physical examinations, driving experience, knowledge of regulations, etc., (3) parts and accessories necessary for safe operation, and (4) inspection and maintenance requirements. Briefly, these may be summarized as follows:

(1) Drivers' Maximum Hours

These regulations (Part 195) limit (a) maximum driving hours per day and (b) maximum on duty hours per week. The driving limit is 10 hours, after which the driver must be off duty for eight consecutive hours before he drives again. The on duty limit is 60 hours in any period of seven consecutive days.

(i) Less than 50 miles—The rules require certain drivers to keep a daily log. This does not apply to drivers who work wholly within a radius of 50 miles from the garage where they report for work, provided such drivers do not work more than 12 hours in any day and that the employer keeps for a year records showing the total number of hours the driver is on duty each day and the time at which the driver reports for and is released from duty each day.

(ii) More than 50 miles—Drivers who work beyond the 50 mile radius must prepare a duplicate driver's daily log. The instructions concerning drivers' logs are highly detailed. Any member with routes more than 50 miles from the garage must for his own protection secure copies of the regulations, read them carefully and comply.

(2) Qualifications of Drivers

Drivers must be physically examined at least once every 36 months; meet the minimum physical requirements; carry a doctor's certificate when driving; be at least 21 years of age; not addicted to narcotics or habit-forming drugs, or the use of alcoholic beverages or liquors; be experienced or trained to operate safely; and have a knowledge of ICC regulations.

(3) Parts and Accessories Necessary for Safe Operation

Vehicles must be equipped with the required lighting devices, reflectors, and electrical equipment; the required brake systems and be operative at all prescribed times; safety glass; specification fuel systems; required coupling devices or towing devices; specification sleeper berths and heaters when used; windshield wiper; defrosting devices when needed; two rear-vision mirrors; horn; speedometer or tachometer; header boards when transporting cargo such as beams, pipes, sheet steel, and heavy rolls; rear end protection or bumpers; and emergency equipment. Vehicles must be systematically inspected and maintained.

(4) Driving of Motor Vehicles

Drivers must not drive while ill, fatigued, or under the influence of any alcoholic beverage or liquor; satisfy themselves that required parts and accessories necessary for safe operation and emergency equipment are in good working order and use them when needed; observe the speed

laws; stop at railroad grade crossings when required by the regulations; securely set the parking (hand) brake before leaving the vehicle unattended; put out emergency signals when stopped, or disabled; and observe the regulations prohibiting the transportation of unauthorized passengers.

(5) Vehicle Condition Report by Driver

Drivers must report in writing at the completion of the day's work or tour of duty any defect or deficiency of the motor vehicle discovered by a driver or reported to him as would be likely to affect the safety of operation of the vehicle or result in its mechanical breakdown or must indicate that no such defects or deficiencies were discovered or reported.

The Private Truck Council of America, Inc., 714 Sheraton Building, Washington 5, D. C., publishes a *Driver's Handbook and Digest of ICC Driver Regulations*, which fits easily into the driver's coat pocket or glove compartment. Individual copies are 30 cents each, with a discount for bulk orders. Similar books are available through insurance companies and their associations.

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